

AMENDMENTS TO THE CLAIMS

1.-6. (cancelled)

7. (currently amended) An order accepting method for discounting a purchase money amount based upon an incentive point used by a customer when a goods order is accepted in on-line shopping, the method comprising wherein: the steps of:

after the order has been accepted, outputting information related to a person an entity who shares a discount money amount ~~is outputted~~ to the terminal of the customer in an on-line manner: after the order has been settled.

8. (currently amended) An order accepting method as claimed in claim 7 wherein:
said person entity who shares the discount money amount ~~corresponds to~~ is a sponsor of the on-line shopping; and the method further comprising the step of
displaying on the terminal of the customer before settling the order in the on-line
shopping, an advertisement related to a person who invests is displayed on the terminal of the
customer before accepting the order. in the on-line shopping.

9. (currently amended) An order accepting method as claimed in claim 8 wherein:
said discount money amount is determined in correspondence with a total number of
incentive point points number used by the user; customer, and the method further comprising the
step of

applying to the customer the incentive point used by the customer ~~is applied to the~~
customer when the advertisement information related to said sponsor is outputted in an on-line
manner to the terminal of the customer.

10. (currently amended) An order accepting method as claimed in claim 9, ~~wherein~~
further comprising the step of:
outputting in the on-line manner said advertisement information related to said sponsor is
~~outputted in the on-line manner~~ by accepting the instruction of the customer.